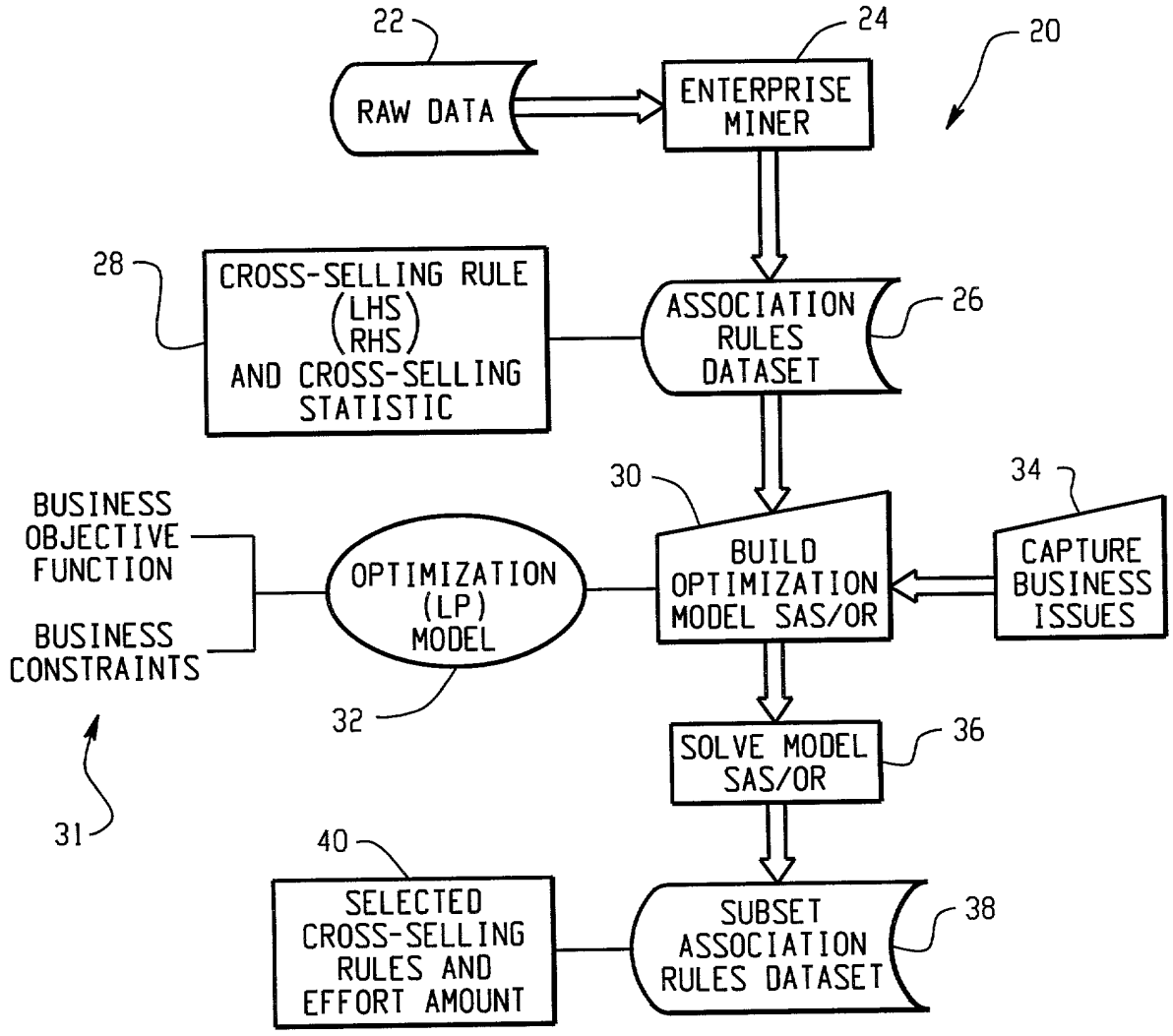
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Fig. 1

EXPECTED CONFIDENCE (%)	CONFIDENCE (%)	SUPPORT (%)	LIFT	TRANSACTION COUNT	RULE
85.78	100.00	85.78	1.17	6855.0	CKING
61.87	100.00	61.87	1.62	4944.0	SVG
38.46	100.00	38.46	2.60	3073.0	ATM
24.53	100.00	24.53	4.08	1960.0	CD
17.44	100.00	17.44	5.73	1394.0	MMDA
16.47	100.00	16.47	6.07	1316.0	HMEQLC
15.48	100.00	15.48	6.46	1237.0	CCRD
11.30	100.00	11.30	8.85	903.00	CKCRD
10.84	100.00	10.84	9.23	866.00	IRA
9.29	100.00	9.29	10.77	742.00	AUTO
7.43	100.00	7.43	13.45	594.00	MTG
4.88	100.00	4.88	20.49	390.00	TRUST
85.78	87.56	54.17	1.02	4329.0	SAV ==> CKING
61.87	63.15	54.17	1.02	4329.0	CKING ==> SAV
38.46	42.19	36.19	1.10	2892.0	CKING ==> ATM
85.78	94.11	36.19	1.10	2892.0	ATM ==> CKG
38.46	41.53	25.69	1.08	2053.0	SAV ==> ATM
61.87	66.81	25.69	1.08	2053.0	ATM ==> SAV
24.53	24.46	20.99	1.00	1677.0	CKING ==> CD
85.78	85.56	20.99	1.00	1677.0	CD ==> CKING
85.78	100.00	16.47	1.17	1316.0	HMEQLC ==> CKING
16.47	19.20	16.47	1.17	1316.0	CKING ==> HMEQLC
24.53	25.40	15.72	1.04	1256.0	SAV ==> CD
61.87	64.08	15.72	1.04	1256.0	CD ==> SAV
85.78	89.31	15.58	1.04	1245.0	MMDA ==> CKING
17.44	18.16	15.58	1.04	1245.0	CKING ==> MMDA
15.48	17.32	14.85	1.12	1187.0	CKING ==> CCRD
85.78	95.95	14.85	1.12	1187.0	CCRD ==> CKING
11.30	13.17	11.30	1.17	903.00	CKING ==> CKCRD
85.78	100.00	11.30	1.17	903.00	CKCRD ==> CKING
16.47	18.02	11.15	1.09	891.00	SVG ==> HMEQLC
61.87	67.71	11.15	1.09	891.00	HMEQLC ==> SAV
15.48	16.53	10.22	1.07	817.00	SVG ==> CCRD
61.87	66.05	10.22	1.07	817.00	CCRD ==> SAV
85.78	81.41	8.82	0.95	705.00	IRA ==> CKING
10.84	10.28	8.82	0.95	705.00	CKING ==> IRA
38.46	51.82	8.53	1.35	682.00	HMEQLC ==> ATM
16.47	22.19	8.53	1.35	682.00	ATM ==> HMEQLC
85.78	91.78	8.52	1.07	681.00	AUTO ==> CKING
11.30	12.88	7.97	1.14	637.00	SVG ==> CKCRD
61.87	70.54	7.97	1.14	637.00	CKCRD ==> SVG
17.44	12.50	7.73	0.72	618.00	SVG ==> MMDA
61.87	44.33	7.73	0.72	618.00	MMDA ==> SVG
85.78	97.81	7.27	1.14	581.00	MTG ==> CKING

50

Fig. 2

60

OBS	DESCRIPTION	EFFORT	LIFT	E_CONFIDENCE
1	CKING ==> SVG & CD	0.1	1.06	15.72
2	SVG & CKING ==> IRA	0.1	1.01	10.84
3	CKCRD ==> CKING & CCRD	0.4	3.33	14.85
4	CKING & CCRD ==> CKCRD	0.1	3.33	11.30
5	CKING & CD ==> MMDA	0.1	1.25	17.44
6	ATM ==> CKING & AUTO	0.1	1.33	8.52
7	SVG & CKING ==> HMEQLC & ATM	0.1	1.32	8.53

Fig. 3

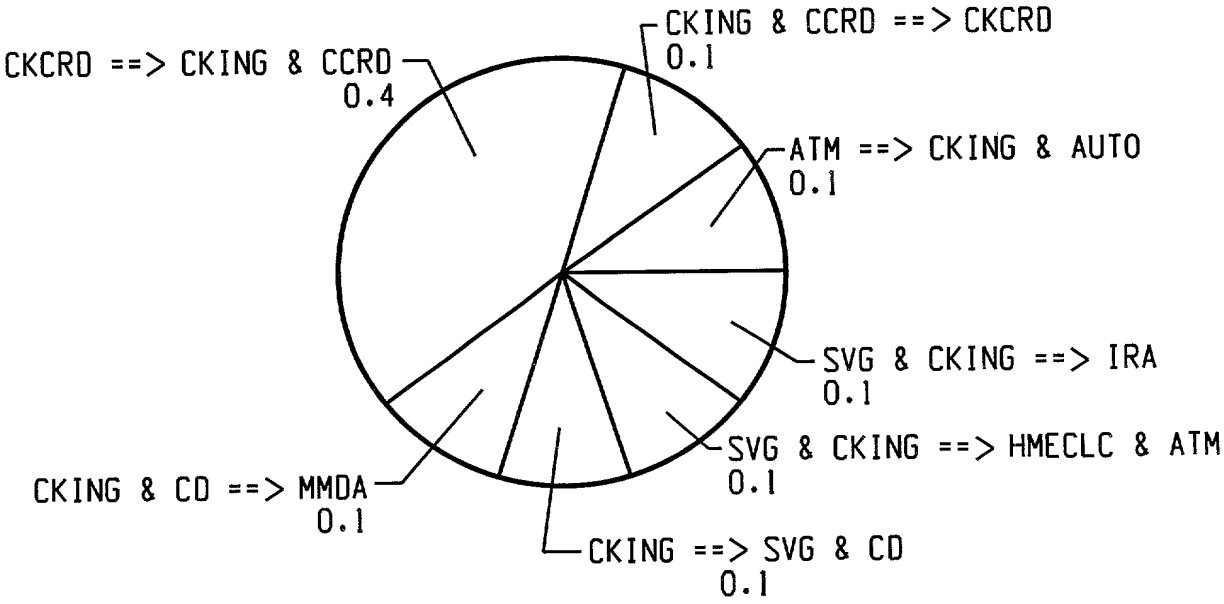

Fig. 4

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	RULE ITEM 1	RULE ITEM 2	RULE ITEM 3	RULE ITEM 4	RULE ITEM 5	VALUE OF VARIABLE OR COLUMN	PRODUCT
1	CKING	=======>	SVG	CD		0.1	CD
2	CKING	=======>	SVG	CD		0.1	SVG
3	SVG	CKING	=======>	IRA		0.1	IRA
4	CKCRD	=======>	CKING	CCRD		0.4	CCRD
5	CKCRD	=======>	CKING	CCRD		0.4	CKING
6	CKING	CCRD	=======>	CKCRD		0.1	CKCRD
7	CKING	CD	=======>	MMDA		0.1	MMDA
8	ATM	=======>	CKING	AUTO		0.1	AUTO
9	ATM	=======>	CKING	AUTO		0.1	CKING
10	SVG	CKING	=======>	HMEQLC	ATM	0.1	ATM
11	SVG	CKING	=======>	HMEQLC	ATM	0.1	HMEQLC

70

72

Fig. 5

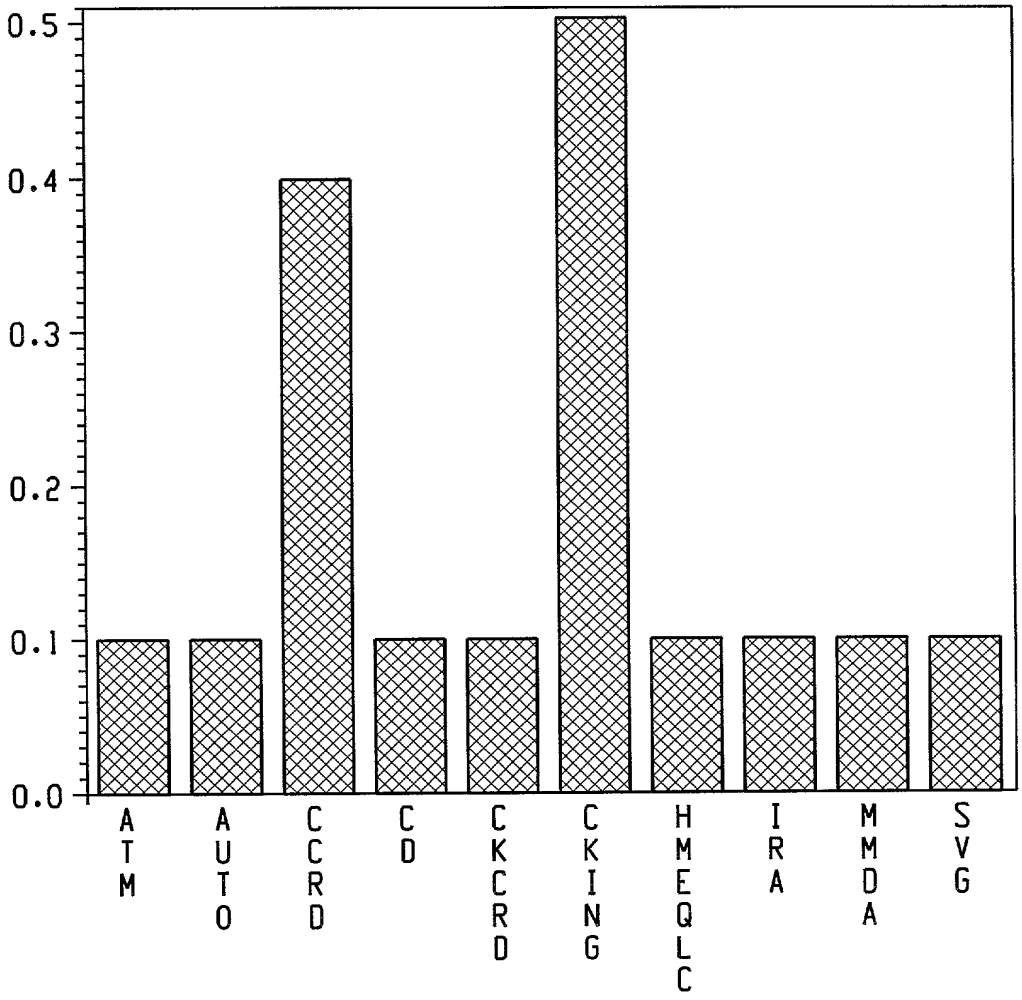
0.5
0.4
0.3
0.2
0.1
0.0
ATM
AUTO
CCRD
CD
CKCRD
CKING
HMEQLC
IRA
MMDA
SVG

Fig. 6